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## AsiaStore at Asia Society Unveils New Online Store

NEW YORK, December 19, 2014—[AsiaStore.org](http://AsiaStore.org) at Asia Society in New York has launched its new online store presenting the best in Asian design and literature. In keeping with Asia Society's global mission, AsiaStore is committed to featuring the renowned brands of Asia and the work of Asian and Asian American artisans, many of whom are shown exclusively.

"Asia Society envisions a site dedicated to Asia's designers and authors, and to promoting their work," said Asia Society President and CEO **Josette Sheeran**. "AsiaStore scours the marketplaces of Asia for must-have jewelry, apparel and accessories, home décor, books, and more. The site not only allows for purchases but tells the behind-the-scenes story of the featured artisans, and allows new creative talent to connect through our platform."

AsiaStore.org's updated online presence is designed to capture the unique, dynamic retail environment of AsiaStore, the renowned decorative arts boutique at Asia Society Museum in New York City. Site enhancements include integrated [designer](#), [author](#) and product features, improved search and sharing functionality and increased opportunities to stay connected through AsiaStore's [blog](#) and social media.

"AsiaStore's efforts to provide voice and venue for the creative works of Asian and Asian American artisans goes hand in hand with Asia Society's mission to encourage creative expression," says AsiaStore Chief Merchandising Officer **Anne Godshall**. "Every purchase encourages the talented designers and authors featured at AsiaStore while also supporting Asia Society's exhibitions and programs."

AsiaStore.org is currently shipping throughout the U.S. with international shipping coming soon. Asia Society Members receive a 10% discount on all purchases at AsiaStore, both online and at our physical location at 725 Park Avenue (at 70th Street), New York City, tel. (212) 327-9217. AsiaStore is open daily 11am-6pm, Friday until 9pm. Connect with AsiaStore on [Facebook](#), [Instagram](#) and [Pinterest](#).

### About the Asia Society

Founded in 1956 by John D. Rockefeller 3rd, Asia Society is a nonprofit, nonpartisan educational institution. Through exhibitions and public programs, Asia Society provides a forum for the issues and viewpoints reflected in both traditional and contemporary Asian art, and in Asia today. Find out more at [AsiaSociety.org](http://AsiaSociety.org).

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